





## R.J. Reynolds Tobacco Company responds to the Camel controversy

Claims that Camel advertising causes children to start smoking are false.

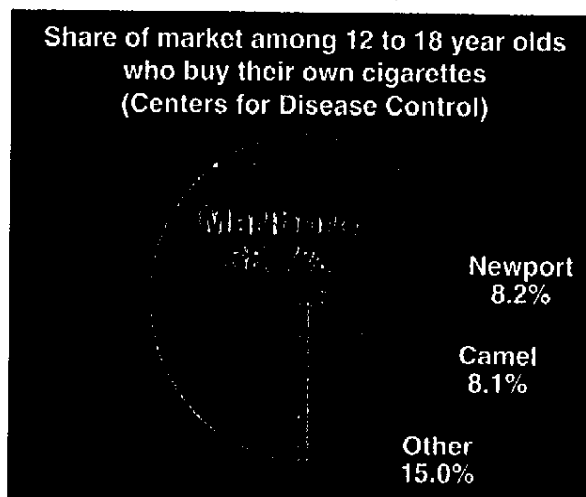
 The average age of Camel smokers is 35.

 Smokers 18 and older account for 98 percent of Camel sales (Office on Smoking and Health and Industry Sales Data).

 The average age of smoking initiation is 18 (Surgeon General's Report).

 Youth smoking in the United States has declined by 35 percent during the past 15 years while children's disapproval of smoking has steadily grown (Department of Health and Human Services).

Share of market among 12 to 18 year olds  
who buy their own cigarettes  
(Centers for Disease Control)



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**Claims that banning cigarette advertising will eliminate the youth-smoking problem are wrong.**



Studies consistently show that the main factors that cause youth smoking are peer influence and the influence of family members.



Studies consistently show that advertising has little, if any, effect on a person's decision to start smoking.



Youth smoking exists even in countries where cigarette advertising is totally banned.

**Reynolds Tobacco is aggressively working to reduce youth smoking by:**

- Developing and distributing materials (brochures, billboards, posters, etc.) designed to persuade kids that they don't need to smoke to fit in, look cool or act grown-up.
- Actively supporting legislation to raise the minimum purchase age to 18, and to limit access to vending machines.
- Supporting and developing programs that help retailers better enforce minimum purchase age laws ("It's the Law" and "Support the Law - It Works!")

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**For more information,  
call Kevin Verner  
(919) 741-2383.**